

AMENDMENTS TO THE CLAIMS

The following listing of claims replaces all prior versions of the claims in the Application. With reference to the listing it is noted that, herewith, claims 24, 35, 44, 55, 64, and 65 are amended. No new matter has been added.

Listing of Claims

Claims 1-23 (Canceled)

24. (Currently Amended) A method, comprising:

monitoring an interaction network;

~~performing measurement corresponding to the monitoring, wherein one or more values are obtained;~~

obtaining one or more measurement values corresponding to the monitoring of the interaction network;

selecting data, wherein selection is based upon one or more of the measurement values corresponding to the monitoring of the interaction network; and

sending the selected data over a multicast network.

25. (Previously Presented) The method of claim 24, wherein the multicast network is unidirectional.

26. (Previously Presented) The method of claim 24, wherein the interaction network is bidirectional.

27. (Previously Presented) The method of claim 24, wherein, in monitoring the interaction network, a predetermined number of requests for a page are recognized, and wherein selecting the data comprises selecting a promotional file.

28. (Previously Presented) The method of claim 24, wherein the data is selected based upon number of requests for the data.

29. (Previously Presented) The method of claim 28, wherein the data is selected based upon number of requests for the data that originate from a broadcast cell.

30. (Previously Presented) The method of claim 24, wherein selecting the data comprises prediction based on normal subsequent data choice.

31. (Previously Presented) The method of claim 24, wherein the data is selected based upon chance of link from requested data being followed.

32. (Previously Presented) The method of claim 31, wherein a sponsor policy is employed.

33. (Previously Presented) The method of claim 24, wherein the monitoring comprises employment of a network management agent.

34. (Previously Presented) The method of claim 24, wherein the monitoring comprises

employment of a proxy.

35. (Currently Amended) A method, comprising:

providing, via an interaction network, one or more requests; and

receiving, over a multicast network, selected data through a local proxy,

wherein ~~measurement corresponding to~~ monitoring of the interaction network is performed, wherein one or more measurement values corresponding to the monitoring of the interaction network are obtained, and

wherein selection of the data is based upon one or more of the measurement values corresponding to the monitoring of the interaction network.

36. (Previously Presented) The method of claim 35, wherein the multicast network is unidirectional.

37. (Previously Presented) The method of claim 35, wherein the interaction network is bidirectional.

38. (Previously Presented) The method of claim 35, wherein, in monitoring the interaction network, a predetermined number of requests for a page are recognized, and wherein selection of the data comprises selecting a promotional file.

39. (Previously Presented) The method of claim 35, wherein the data is selected based upon number of requests for the data.

40. (Previously Presented) The method of claim 39, wherein the data is selected based upon number of requests for the data that originate from a broadcast cell.

41. (Previously Presented) The method of claim 35, wherein selection of the data comprises prediction based on normal subsequent data choice.

42. (Previously Presented) The method of claim 35, wherein the data is selected based upon chance of link from requested data being followed.

43. (Previously Presented) The method of claim 42, wherein a sponsor policy is employed.

44. (Currently Amended) An apparatus, comprising:

a memory having program code stored therein; and

a processor disposed in communication with the memory for carrying out instructions in accordance with the stored program code;

wherein the program code, when executed by the processor, causes the processor to perform:

monitoring an interaction network;

~~performing measurement corresponding to the monitoring, wherein one or more values are obtained;~~

obtaining one or more measurement values corresponding to the monitoring of the interaction network;

selecting data, wherein selection is based upon one or more of the measurement values corresponding to the monitoring of the interaction network; and
sending the selected data over a multicast network.

45. (Previously Presented) The apparatus of claim 44, wherein the multicast network is unidirectional.

46. (Previously Presented) The apparatus of claim 44, wherein the interaction network is bidirectional.

47. (Previously Presented) The apparatus of claim 44, wherein, in monitoring the interaction network, a predetermined number of requests for a page are recognized, and wherein selecting the data comprises selecting a promotional file.

48. (Previously Presented) The apparatus of claim 44, wherein the data is selected based upon number of requests for the data.

49. (Previously Presented) The apparatus of claim 48, wherein the data is selected based upon number of requests for the data that originate from a broadcast cell.

50. (Previously Presented) The apparatus of claim 44, wherein selecting the data comprises prediction based on normal subsequent data choice.

51. (Previously Presented) The apparatus of claim 44, wherein the data is selected based upon chance of link from requested data being followed.

52. (Previously Presented) The apparatus of claim 51, wherein a sponsor policy is employed.

53. (Previously Presented) The apparatus of claim 44, wherein the monitoring comprises employment of a network management agent.

54. (Previously Presented) The apparatus of claim 44, wherein the monitoring comprises employment of a proxy.

55. (Currently Amended) An apparatus, comprising:

a memory having program code stored therein; and

a processor disposed in communication with the memory for carrying out instructions in accordance with the stored program code;

wherein the program code, when executed by the processor, causes the processor to perform:

providing, via an interaction network, one or more requests; and

receiving, over a multicast network, selected data through a local proxy,

wherein ~~measurement corresponding to~~ monitoring of the interaction network is performed, wherein one or more measurement values corresponding to the monitoring of the interaction network are obtained, and

wherein selection of the data is based upon one or more of the measurement values

corresponding to the monitoring of the interaction network.

56. (Previously Presented) The apparatus of claim 55, wherein the multicast network is unidirectional.

57. (Previously Presented) The apparatus of claim 55, wherein the interaction network is bidirectional.

58. (Previously Presented) The apparatus of claim 55, wherein, in monitoring the interaction network, a predetermined number of requests for a page are recognized, and wherein selection of the data comprises selecting a promotional file.

59. (Previously Presented) The apparatus of claim 55, wherein the data is selected based upon number of requests for the data.

60. (Previously Presented) The apparatus of claim 59, wherein the data is selected based upon number of requests for the data that originate from a broadcast cell.

61. (Previously Presented) The apparatus of claim 55, wherein selection of the data comprises prediction based on normal subsequent data choice.

62. (Previously Presented) The apparatus of claim 55, wherein the data is selected based upon chance of link from requested data being followed.

63. (Previously Presented) The apparatus of claim 55, further comprising:

a network interface disposed in communication with the processor,
wherein the apparatus is a cellular phone.

64. (Currently Amended) An article of manufacture comprising a computer readable medium containing program code that when executed causes an apparatus to perform:

monitoring an interaction network;

~~performing measurement corresponding to the monitoring, wherein one or more values are obtained;~~

obtaining one or more measurement values corresponding to the monitoring of the interaction network;

selecting data, wherein selection is based upon one or more of the measurement values corresponding to the monitoring of the interaction network; and

sending the selected data over a multicast network.

65. (Currently Amended) An article of manufacture comprising a computer readable medium containing program code that when executed causes an apparatus to perform:

providing, via an interaction network, one or more requests; and

receiving, over a multicast network, selected data through a local proxy,

wherein ~~measurement corresponding to~~ monitoring of the interaction network is performed, wherein one or more measurement values corresponding to the monitoring of the interaction network are obtained, and

wherein selection of the data is based upon one or more of the measurement values
corresponding to the monitoring of the interaction network.